

Role of Leadership in Strategic Management

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ABSTRACT

The employment of Strategic Leadership is the ability of influencing others to voluntarily make decisions that enhance the prospects for the organization's long-term success while maintaining long-term financial stability. Different leadership approaches impact the vision and direction of growth and the potential success of an organization. To successfully deal with change, all executives need the skills and tools for both strategy formulation and implementation. Managing change and ambiguity requires strategic leaders who not only provide a sense of direction, but who can also build ownership and alignment within their workgroups to implement change

KEYWORDS

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Successful strategies define your business and display your abilities as a leader. Strategic implementation of your company's best concepts requires a dedicated manager familiar with the systems and processes involved. It also depends on the ability of a

supervisor to successfully motivate her team of workers. Strategic implementation begins with setting goals and communicating these to workers. Prioritize your objectives, put resources at employees' disposal, explain the processes and, above all, transmit your vision to your team. Communicating well means your

listeners comprehend your words and are able to put them into action. There are various issues to consider in making an organizational strategic plan. Strategic plans often mean a change in organizational structure or a move toward change. Change can be a difficult process and sometimes requires time. It is important to get employees on board with the decision making process. This can be articulated through the mission and vision statement of the organization. Articulating and repeating the positives of the move toward change in the organization will help employees stay engaged and motivated in the process. Strategic Leadership is the ability of influencing others to voluntarily make

decisions that enhance the prospects for the long term success of an organization while maintaining long-term financial stability. Different leadership approaches affect the vision and direction of growth and the potential success of an organization. To successfully deal with change, all executives need the skills and tools for both strategy formulation and implementation. Managing change and ambiguity requires strategic leaders who not only provide a sense of direction, but who can also build ownership and alignment within their workgroups to implement change. Leaders recognize the need to incorporate aspects of both the analytical and human dimensions to effectively drive the organization

forward but how this insight translates into action varies significantly from leader to leader. These differences are largely driven by the bias leaders have for how they divide their time between the two dimensions. This bias is reflected in how leaders answer questions such as : What is their primary role as chief strategist? What is their job as a leader during ongoing strategy making? What type of team should their strategy making create? When is strategy making finished? How leaders answer these questions will ultimately impact their ability to deliver a winning strategy because their responses indicate whether and how they build and lead an organization that is aligned and committed to a particular agenda.

Strategic leadership presumes a shared vision of what an organization is to be, so that the day-to-day decision making or emergent strategy process is consistent with this vision. Managerial leaders influence only the actions and decisions of those with whom they work. They are involved in situations and contexts characteristic of day-to-day activities and are concerned with and more comfortable in functional areas of responsibilities. In contrast visionary leadership is future oriented and concerned with risk taking and visionary leaders are not dependent on their organizations for their sense of who they are. Visionary leaders work from high risk positions, and seek out risky ventures, especially when the

rewards are high leadership remains one of the relevant aspects of the organizational context. However, defining leadership is challenging. “The difficulty of arriving at a simple, cut-and-dried definition of strategic leadership is underscored in the literature on the subject.” The definition of leadership varies from situation to situation. Strategic leadership filters the applicable information, creating an environment where learning can take place. Strategic leadership is a combined responsibility of the leader, the follower and the organization. Leadership presents challenges that call forth the best in people, and bring them together around a shared sense of purpose. With intentionality,

alignment, and a higher purpose; the work between the leader and the followers create a synergy. Despite what style of leadership, the various styles can support one another to achieve the goals of the organization. Strategic leadership can only be achieved when the leader is strategic in their approach to the matters of the organization. Strategic implementation of any kind of new company policy or program requires participation from all of the departments that will be affected. Company leadership needs to identify what those departments are and create an implementation team that consists of representatives from each affected group. Management needs to create a structure that identifies various group

leaders, the responsibilities of those group leaders and an accountability system that insures that the implementation team meets its timetable for getting the new program or policy in place.

Interest

Implementing change or any new strategy within a company requires a feeling of urgency on the part of the entire company. It is the job of management to create that urgency by explaining to the staff why the implementation is necessary.

Leadership needs to help the employees understand how the company benefits from the new implementation, but it also needs to get the organization to see the

setbacks of not making a change.

Monitoring Strategic implementation within a company is not an exact process. It is a dynamic procedure that needs to be monitored by management and altered to meet implementation goals. It is the responsibility of leadership to put a monitoring system in place, analyze the data that is being generated during the implementation and make any necessary changes to make the implementation more efficient.

Next Step

Implementing a corporate strategy or change is often done in phases. The company leadership needs to be able to identify when each phase of a strategic implementation is complete

and be ready to transition the company to the next phase. For example, if the company is bringing in a new software program for customer management, then the first phase of the program may be to implement it in the sales department. Management needs to identify when the proper alterations to the software have been made that will allow it to be implemented in other parts of the company. **Tips to Improve Quality Management Leadership and Management**

Be proactive and lead through example rather than dictating – true leaders lead in a way that is active in implementing and following through on actions, rather than simply

dictating actions without leading by example.

Understand and react to fluctuations in the external environment – the external environment is every bit as important as the internal environment, which is why leaders need to fully comprehend and correctly react to various changes within this environment.

Consider the wants of all stake holders, from customers to owners, employees, suppliers, local communities and the general public – these stake holders form a vital part of the quality management process, and can greatly affect the success of an organization if there is no relationship

and understanding from a leadership point of view.

Establish a clear view of the prospects of an organization – a clear view of the organization's future is essential in order to accurately plan ahead, by continuously changing goals and milestones in the future.

Establish common values and ethical role models throughout the organization – leaders instill a sense of values and ethics that are entrenched in the organization's mission statement, acting as role models to inspire employees to be a part of quality management initiatives based on these common values.

Develop trust and eradicate fear – a good company relies on effective

leadership to develop trust across internal and external environments, without the need to use fear as a motivating factor.

Equip employees with the needed resources and freedom to strive for duty and accountability – with a well-developed range of strategies that include all levels within the organization, along with resources that equip employees to meet the organization's goals, the entire organization can be involved in improving quality across the board.

Inspire, motivate and recognize contributions from all levels of employees – the ability to inspire and motivate staff across all levels allows employees to be actively involved and

invested in quality management initiatives.

Foster open and honest communication – communication is essential in order for all levels within the organization to work together to implement improvement strategies, and as leader, the role is to foster open communication from all employees.

Teach, train and coach employees – through learning and coaching on various improvement strategies and other initiatives, employees are able to gain a better understanding not only on what they are doing, but why they are performing their tasks.

Develop challenging objectives and targets – through goal setting, leaders are able to foster constant growth and

development across the organization, by continually improving the standards of goals within each department.

CONCLUSION

There is no doubt in denying the fact that no organization can survive without the help of leaders. The company leadership needs to be able to identify when each phase of a strategic implementation is complete and be ready to transition the company to the next phase. For example, if the company is bringing in a new software program for customer management, then the first phase of the program may be to implement it in the sales department. Management needs to identify when

the proper alterations to the software have been made that will allow it to be implemented in other parts of the company. Tips to Improve Quality Management Leadership and Management

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